



# Marquette Interchange Communications

- or -

- "Translating Engineer-ese for the  
General Public"

# Designing Structures & Roadways Requires...

- Analytical
- Processes information sequentially
- Systematic problem solving
- Factual
- Prefers structure

# Developing Communications Strategies & Techniques Requires...

- Overview
- Processes information subjectively
- Intuitive problem solving
- Visual
- Prefers open-ended

# Public Information Goals

- Eliminate the “surprise factor”
- Minimize traffic congestion by providing accurate, up-to-date information
- Assure users that the area served by the interchange will remain accessible

# Challenge: Complex Plan

300,000 Daily Interchange Users =

- Multiple Audiences:
  - Commuters
  - Contiguous Property Owners
    - Marquette University,  
African American Community,  
Hispanic Community, Hmong  
Community



# Challenge: Complex Plan

- Multiple Audiences (contd)
  - Tourism, entertainment, and convention visitors
  - Commercial drivers including over-the-road, taxi-shuttles, short-haul delivery, emergency vehicle response services, and school bus companies

# Complex Access Information

- Twenty-eight freeway ramps closing and opening over four years of construction
- Utility work affecting local street access
- Lane restrictions and crossovers

# Challenge: Tool Development

Ramp/Street	2003				2004				2005				2006				2007			
	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
NB Entrance to I 43 from Kilbourn Tunnel																				
SB Entrance to I 43 from Fond du Lac Ave.																				
EB Fond du Lac Ave. W-E																				
12 <sup>th</sup> St. (Fond du Lac to Juneau)																				
EB I 794 Exit to Plankinton.																				
WB Exit to 25 <sup>th</sup> St.	Does Not Exist																New Ramp			
Wisconsin Ave. Bridge																				
13 <sup>th</sup> St. under I94																				



# Communications Goals:

- Provide front-end information to the community to eliminate the “fear factor”
- Provide timely traffic and ramp access information to all interchange users
- Provide project information to interchange “neighbors” affected by construction